

THE MUSEUM OF MODERN ART

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FOR IMMEDIATE RELEASE

The Museum of Modern Art, 14 West 49 Street, announces as a new project the publication of a series of color reproductions of paintings in the Museum's Permanent Collection. The first of the series will be the Woman in White, by Pablo Picasso, for twenty-five years one of the great leaders in modern art. The painting is reproduced by the photo-offset process, using seven color plates. The print will be 15 x 18 5/8 inches on paper 20 x 24 inches. White, pink, pale green and gray are the predominant colors.

Copies will be sent as a membership privilege to all Annual, Associate, and Fellow members of the Museum. Members will be given the choice of receiving the print framed or unframed. The remainder of the edition will be for sale to the public at \$1.00 a copy. The Museum believes that many people wish to own prints but want the assurance of a high standard of reproduction at a sufficiently low cost. Through the sale of these reproductions at \$1.00 the Museum intends to establish a revolving fund to add other prints to the series.

Woman in White was painted by Picasso in 1923 during his neo-classic period. It is one of the chief works in the Bliss Collection which was bequeathed to The Museum of Modern Art several years ago by Miss Lillie P. Bliss, a founder of the Museum.